



MANU AO
Academy

Seminar Series 2 November 2011



Paora Ammunson

Rugby World Cup's Impact on Māori Culture

Paora Ammunson was appointed Project Manager Māori with Te Puni Kokiri, a role designed to maximise the opportunities for Māori presented by Rugby World Cup 2011. Paora of Ngāti Kahungunu ki Wairarapa and Te Arawa currently serves on the Ngāti Kahungunu Iwi Incorporated Board, and has experience in similar major projects after working for the Ministry of Foreign Affairs on the APEC summit held in New Zealand in 1999. He says the international exposure for Māori business and profile of Māori as a people was huge at APEC and that RWC 2011 could be even bigger.